**Advantages of Infodemiology**

1. Inexpensive way of data collection. Once the metrics are set up correctly, qualitative and quantitative data can be collected automatically at a small cost. In comparison, traditional data collection methods often require expenditure from database design to human resources, which can be more costly if it’s a longitudinal study.
2. Data is being collected in real-time. Traditional methods of epidemiology can be time-consuming, as it may take months to years to observe a change or effect from an earlier implementation. In contrast, infodemiology is capable of collecting and analyzing web data in real-time, to present the public’s behavior, attitude, knowledge, or health status at the time of interest.
3. The ability to utilize Big Data and collect data from a local level. The amount of data sources from the internet is humongous, including social media, blogs, miniblogs, expert posts, and the number of users is extensive and still growing. Infodemiology has the ability to collect data from a local source. In contrast, the traditional epidemiological methods focus more on a bigger scale, and many factors can limit its data collection size.

**Disadvantages of Infodemiology**

1. The data source can be challenging to classify. Instead of having a standard for data collection in traditional methods of epidemiology, infodemiology faces challenges to classify due to the nature of textual data. For example, the Google Flu Trend (GFT) failed to predict the epidemiology of flu, to some degree that it is difficult to interpret the semantics of word search “flu” on the web.
2. Representative bias. Web users tend to be more tech-savvy, with a higher education background, and younger generation. One can imagine that the data input may not represent the entire public, providing valid data depending on the population of interest. In the GFT case, it may be more reflective of the data accuracy as the flu is more prevalent in young people.
3. Geographic coding. Geocoding may not be available or accurate from its data source. For example, GFT may not be able to extract the geographic area of the user who reported the diagnosis of flu on social media.
4. Privacy issues. Individual data can be collected, analyzed, and tracked. Without a standard privacy policy and data protection, there remain potential and probable risks of violation of use and leakage of private and personal data.